

FIND GOOD EXAMPLES OF EFFECTIVE EMOTIONAL APPEALS IN A CAMPAIGN AND DISCUSS



When done right, emotional copy can help you make connections with readers. But you'll need to use the right emotion with the appropriate audience to get the reaction you want.

In the following examples, evaluate how emotion is used and consider how effective the copy is at targeting the audience.

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Source: <http://www.phoenix.edu/>

1. What kind of emotion is being appealed to in this example?

2. Is it clear which audience is being targeted? If so, who?

3. Why is this combination of emotion and audience effective?

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Given what you've seen here, think of an audience you'd like to target for your company. Which emotion would you want them to feel with your copy? Use these lessons to write emotional copy that compels them to take action.